

FIG. 1A

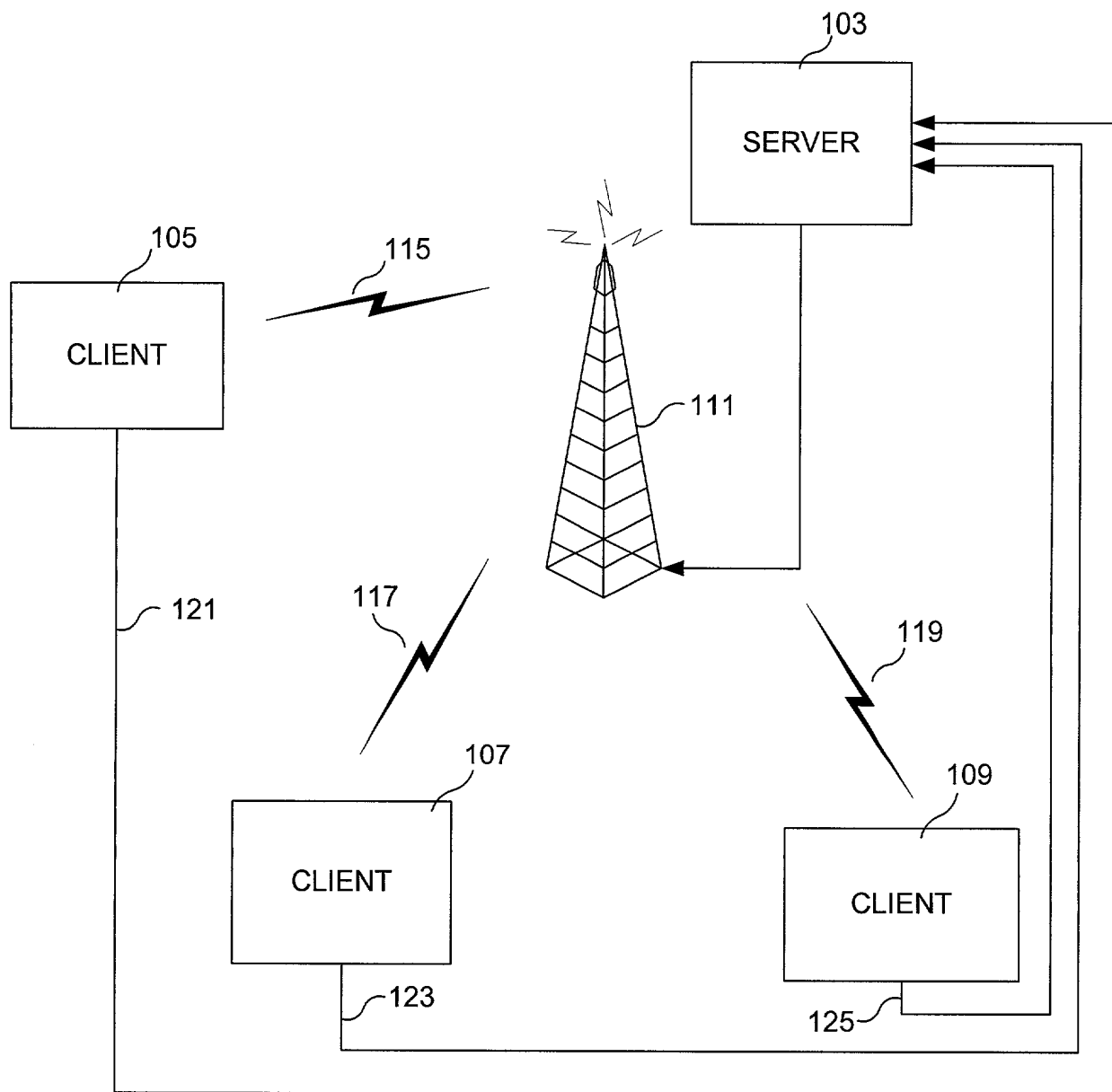


FIG. 1B

09362497.061604

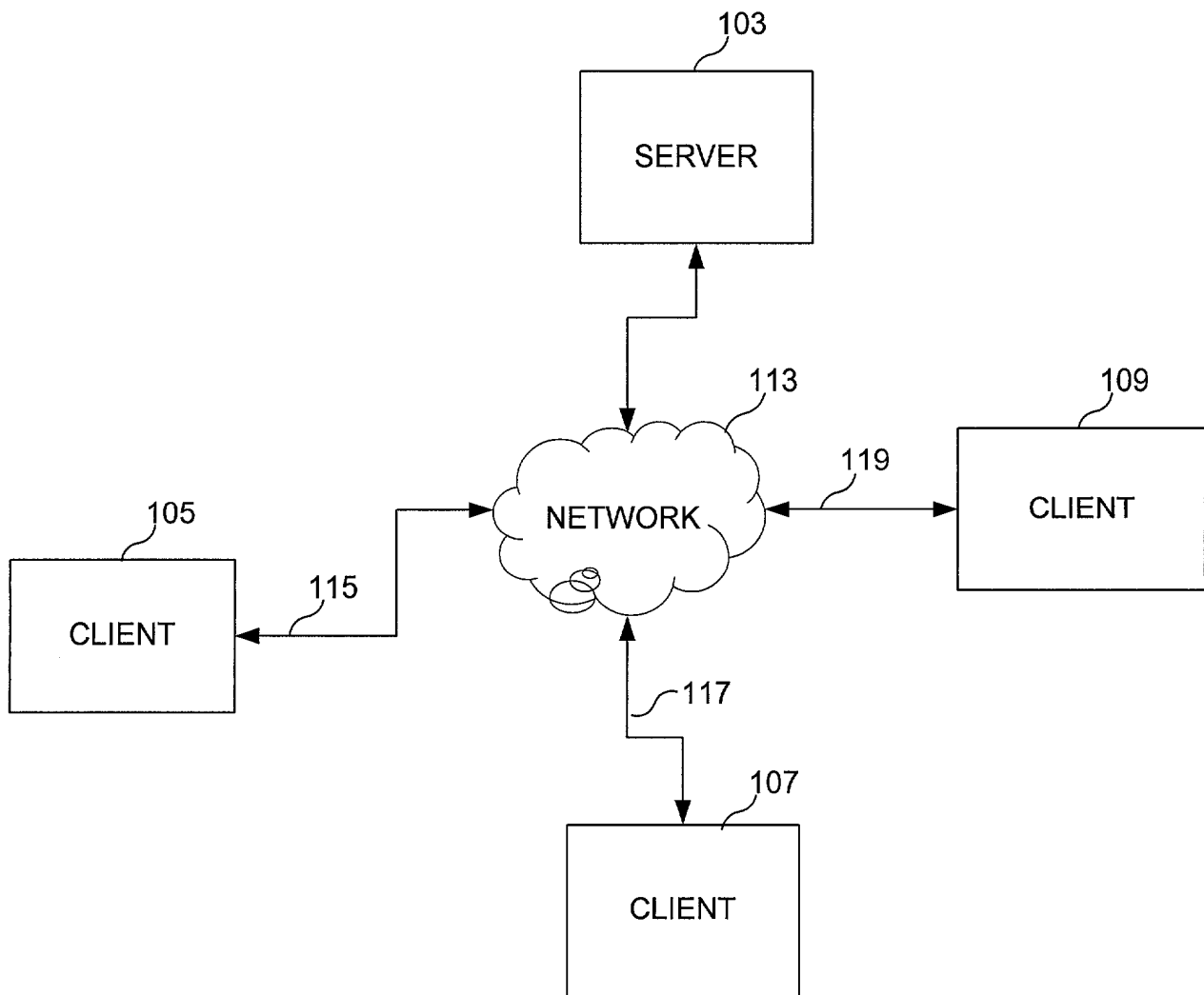


FIG. 1C

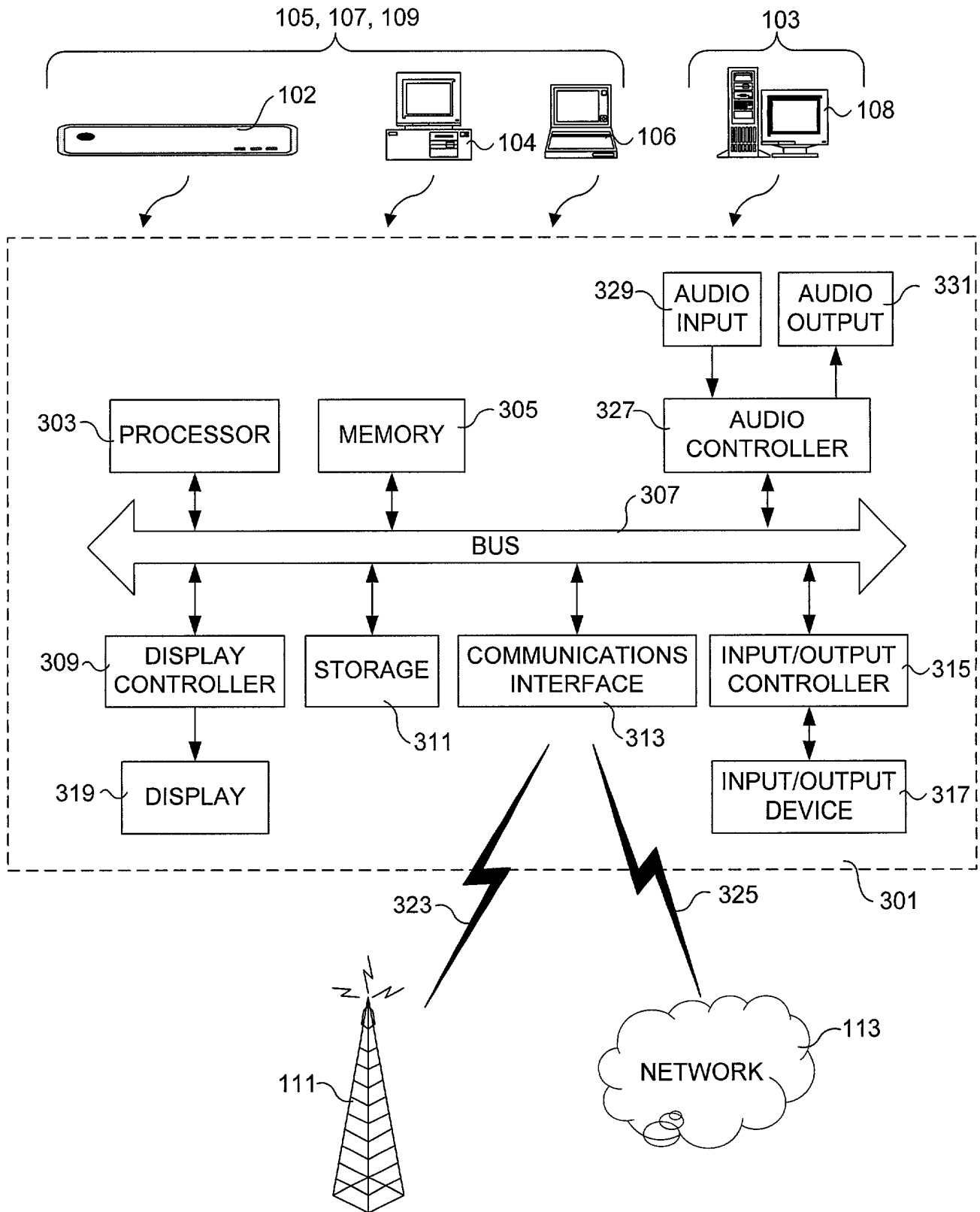


FIG. 2

BROADCAST OPS. CENTER

CLIENT

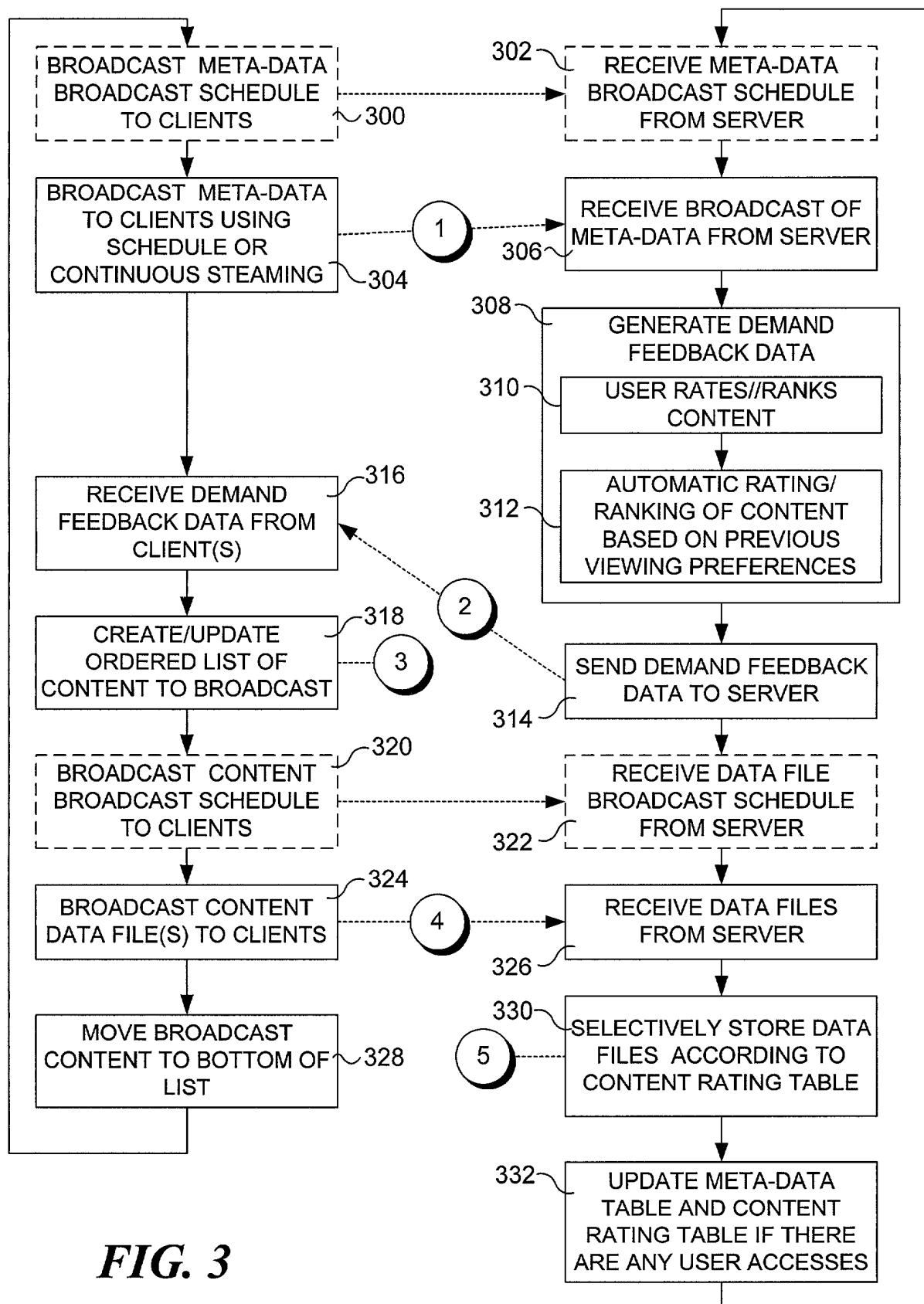
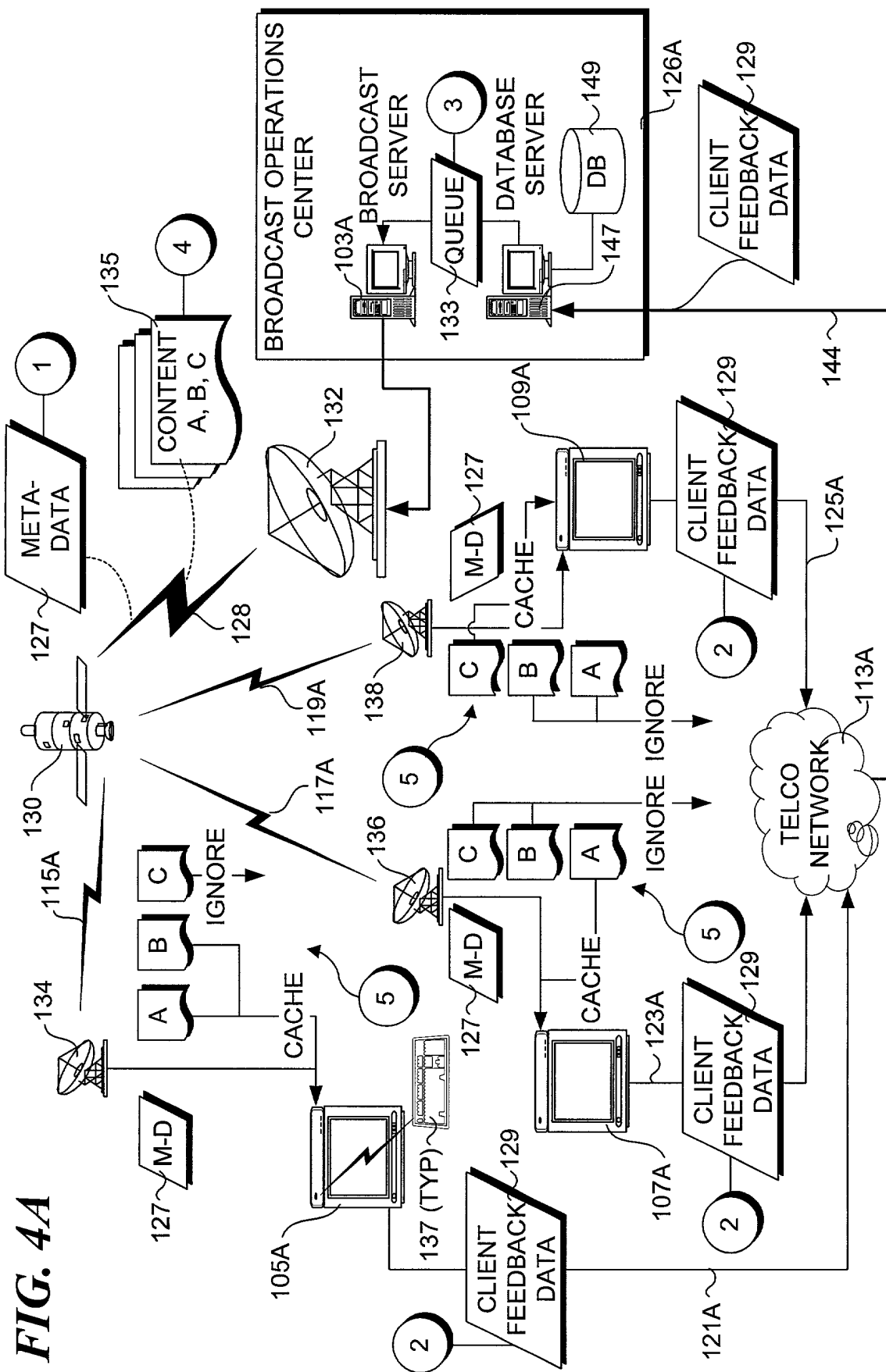
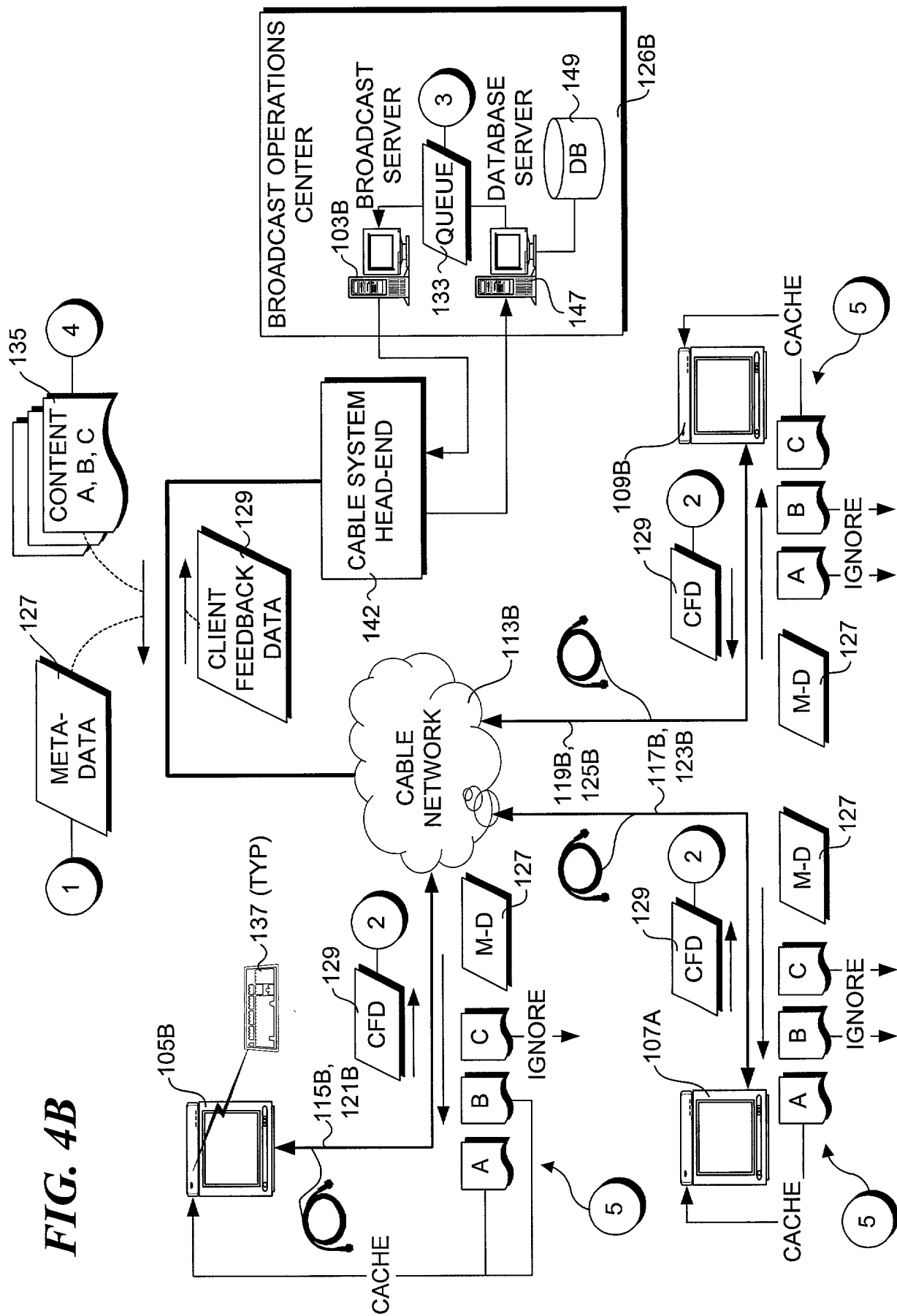
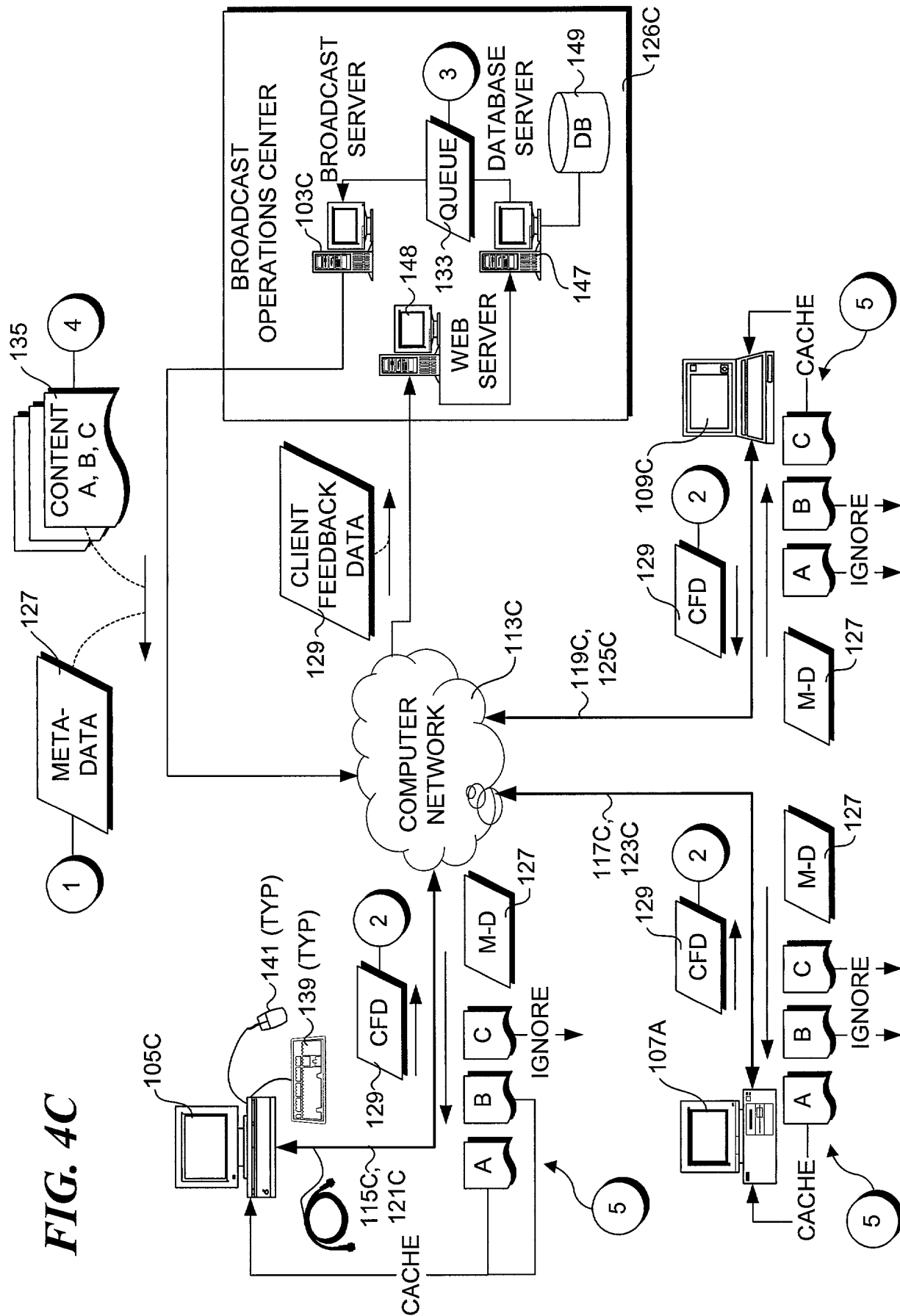


FIG. 3







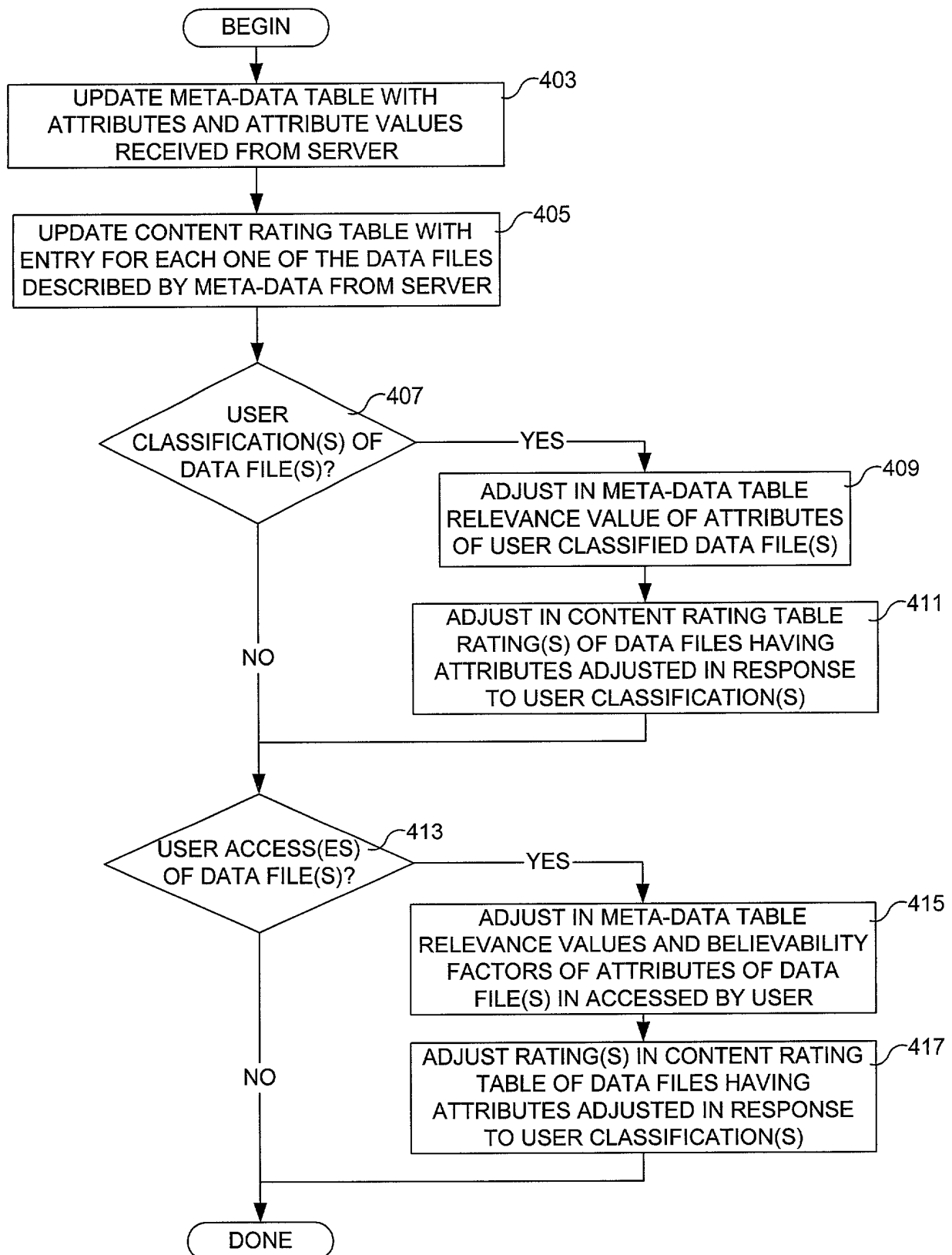


FIG. 5

501

NAME	ACTOR	GENRE
ACTION DUDE	JOE SMITH	ACTION
THE FUNNY SHOW	JANE DOE	COMEDY
BLAST 'EM	JANE DOE	ACTION
HARDY HAR HAR	JOE SMITH	COMEDY

FIG. 6

ATTRIBUTE	ATTRIBUTE VALUE	RELEVANCE	BELIEVABILITY
ACTOR	JOE SMITH	0	0
ACTOR	JANE DOE	0	0
GENRE	ACTION	0	0
GENRE	COMEDY	0	0

601

FIG. 7

NAME	RATING	RATING TYPE	IN CACHE	NEXT TREATMENT
ACTION DUDE	0	N/A	YES	N/A
THE FUNNY SHOW	0	N/A	YES	N/A
BLAST 'EM	0	N/A	YES	N/A
HARDY HAR HAR	0	N/A	NO	N/A

701

FIG. 8

801

NAME	CLASSIFICATION
ACTION DUDE	RECEIVE
THE FUNNY SHOW	REFUSE
BLAST 'EM	N/A
HARDY HAR HAR	N/A

FIG. 9

ATTRIBUTE	ATTRIBUTE VALUE	RELEVANCE	BELIEVABILITY
ACTOR	JOE SMITH	1	0
ACTOR	JANE DOE	-1	0
GENRE	ACTION	1	0
GENRE	COMEDY	-1	0

601A

FIG. 10

ATTRIBUTE	ATTRIBUTE VALUE	RELEVANCE	BELIEVABILITY
ACTOR	JOE SMITH	1	1
ACTOR	JANE DOE	-1	0
GENRE	ACTION	1	1
GENRE	COMEDY	-1	0

601B

FIG. 11

NAME	RATING	RATING TYPE	IN CACHE	NEXT TREATMENT
ACTION DUDE	1	EXPLICIT	YES	REPLACE
THE FUNNY SHOW	0	EXPLICIT	YES	REPLACE
BLAST 'EM	0.5	IMPLICIT	YES	KEEP
HARDY HAR HAR	0.5	IMPLICIT	NO	CAPTURE

701A

FIG. 12

ATTRIBUTE	ATTRIBUTE VALUE	RELEVANCE	BELIEVABILITY
ACTOR	JOE SMITH	1	1
ACTOR	JANE DOE	-1	-1
GENRE	ACTION	2	2
GENRE	COMEDY	-1	0

601C

FIG. 13

CONTENT RATING/RANKING

RATING

RANKING

NAME	ACTOR	GENRE	RATING
ACTION DUDE	JOE SMITH	ACTION	75
THE FUNNY SHOW	JANE DOE	COMEDY	20
BLAST 'EM	JANE DOE	ACTION	80
HARDY HAR HAR	JOE SMITH	COMEDY	50
⋮			55
MOVIE X			60
MOVIE Y			65
MOVIE Z			

815

817 (TYP)

810

819

821

812

UPDATE RANK

OK

CANCEL

FIG. 14

CONTENT RATING/RANKING

RATING

RANKING

NAME	ACTOR	GENRE	RANKING
ACTION DUDE	JOE SMITH	ACTION	2
THE FUNNY SHOW	JANE DOE	COMEDY	
BLAST 'EM	JANE DOE	ACTION	1
HARDY HAR HAR	JOE SMITH	COMEDY	3
⋮			
MOVIE X			
MOVIE Y			
MOVIE Z			

823

825

827 (TYP)

810

812

UPDATE RANK

OK

CANCEL

FIG. 15A

CONTENT RATING/RANKING

RATING RANKING

NAME	ACTOR	GENRE	RANKING
BLAST 'EM	JANE DOE	ACTION	1
ACTION DUDE	JOE SMITH	ACTION	2
THE FUNNY SHOW	JANE DOE	COMEDY	
HARDY HAR HAR	JOE SMITH	COMEDY	3
⋮			
MOVIE X			
MOVIE Y			
MOVIE Z			

UPDATE RANK OK CANCEL

FIG. 15B

CONTENT RATING/RANKING

RATING RANKING

NAME	ACTOR	GENRE	RANKING
ACTION DUDE	JANE DOE	ACTION	1
ACTION DUDE	JOE SMITH	ACTION	2
HARDY HAR HAR	JOE SMITH	COMEDY	3
THE FUNNY SHOW	JANE DOE	COMEDY	
⋮			
MOVIE X			
MOVIE Y			
MOVIE Z			

UPDATE RANK OK CANCEL

FIG. 15C

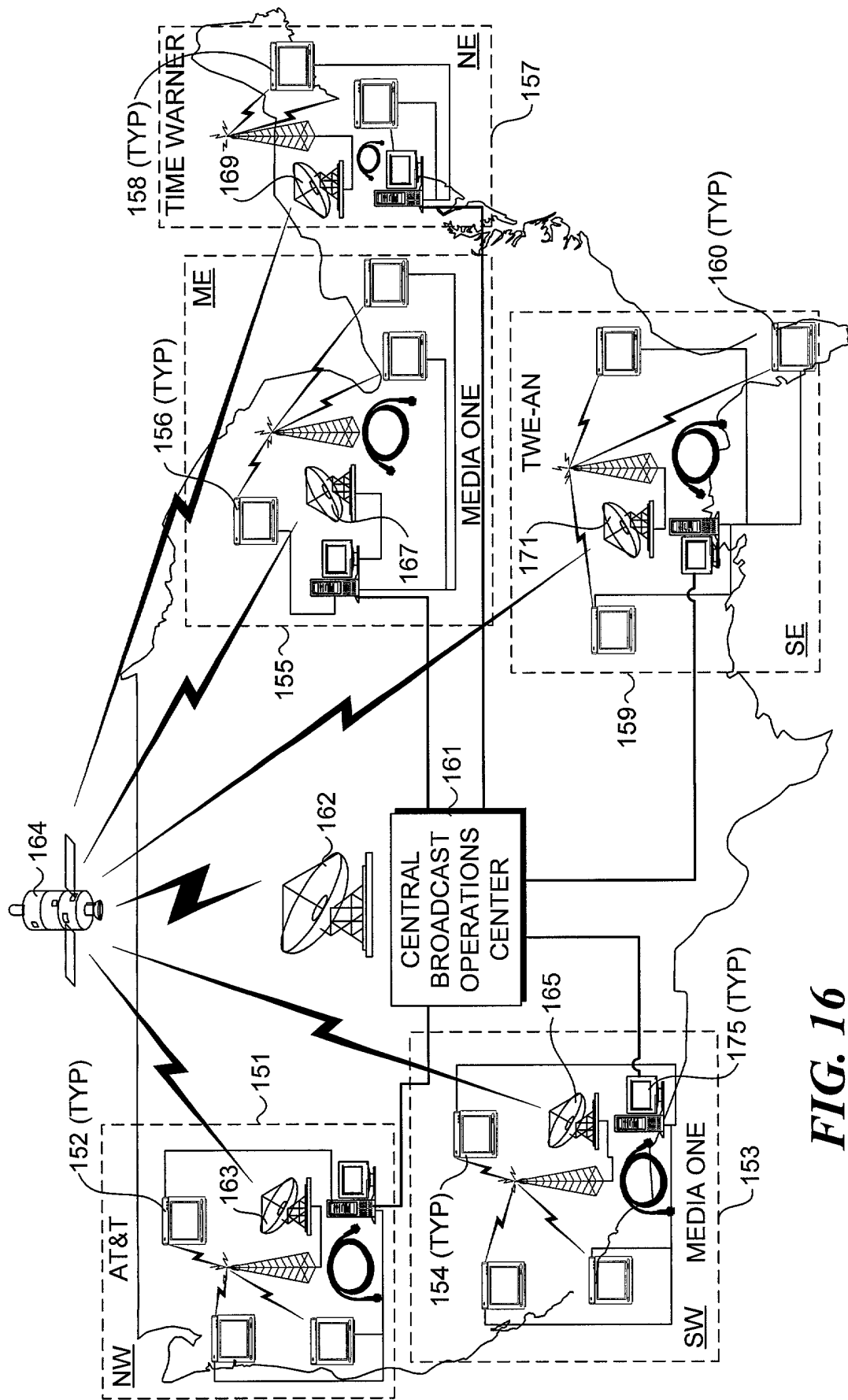
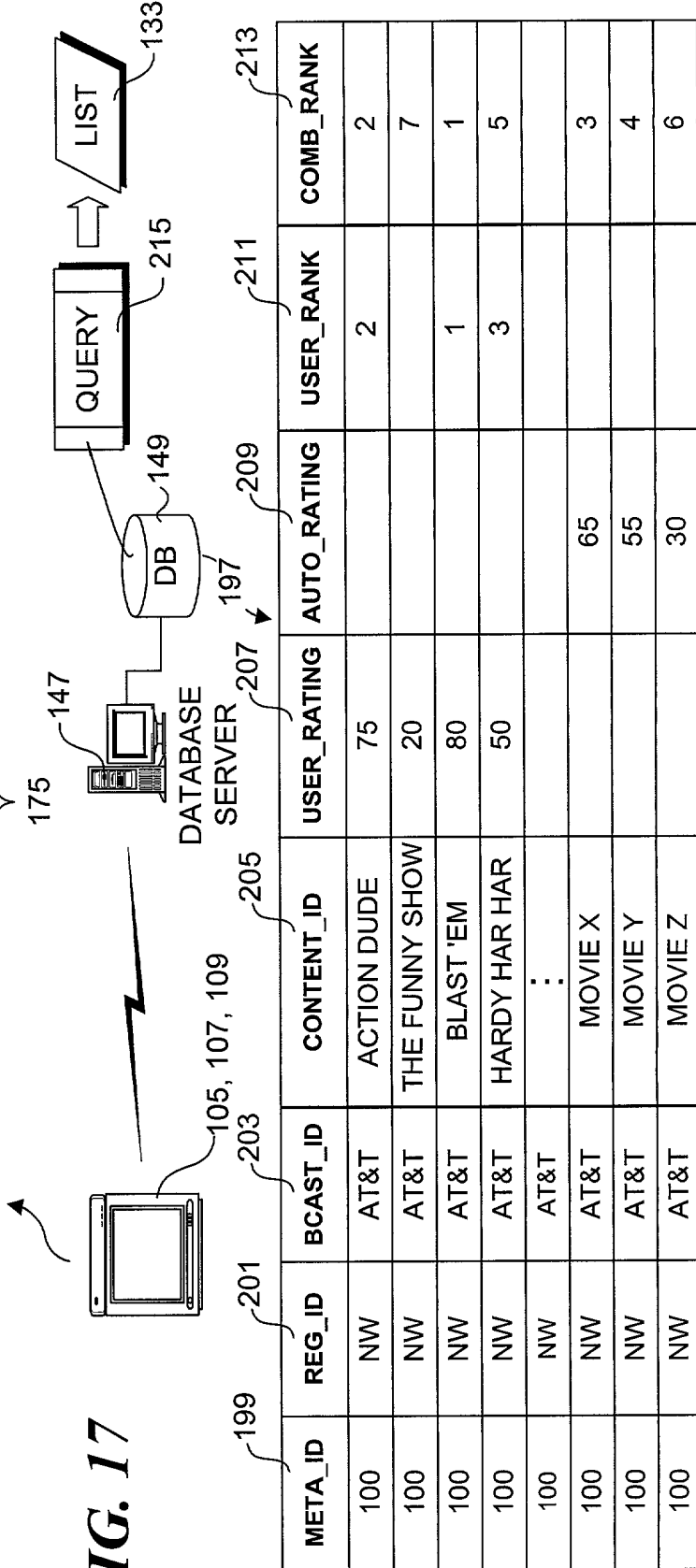


FIG. 16

187		189		191		193		195	
CONTENT_ID	USER_RATING	AUTO_RATING	USER_RATING	COMB_RANK	USER_RATING	AUTO_RATING	USER_RATING	COMB_RANK	USER_RATING
ACTION DUDE	75		2	2				2	
THE FUNNY SHOW	20			7				7	
BLAST 'EM	80		1	1				1	
HARDY HAR HAR	50		3	5				5	
:									
MOVIE X		65		3				3	
MOVIE Y		55		4				4	
MOVIE Z		30		6				6	

META-DATA_ID	179
REGION_ID	181
BROADCAST_ID	183
MSO_ID	185

FIG. 17



META_ID	REG_ID	BCAST_ID	CONTENT_ID	USER_RATING	AUTO_RATING	USER_RATING	COMB_RANK
100	NW	AT&T	ACTION DUDE	75		2	2
100	NW	AT&T	THE FUNNY SHOW	20			7
100	NW	AT&T	BLAST 'EM	80		1	1
100	NW	AT&T	HARDY HAR HAR	50		3	5
100	NW	AT&T	:				
100	NW	AT&T	MOVIE X		65		3
100	NW	AT&T	MOVIE Y		55		4
100	NW	AT&T	MOVIE Z		30		6

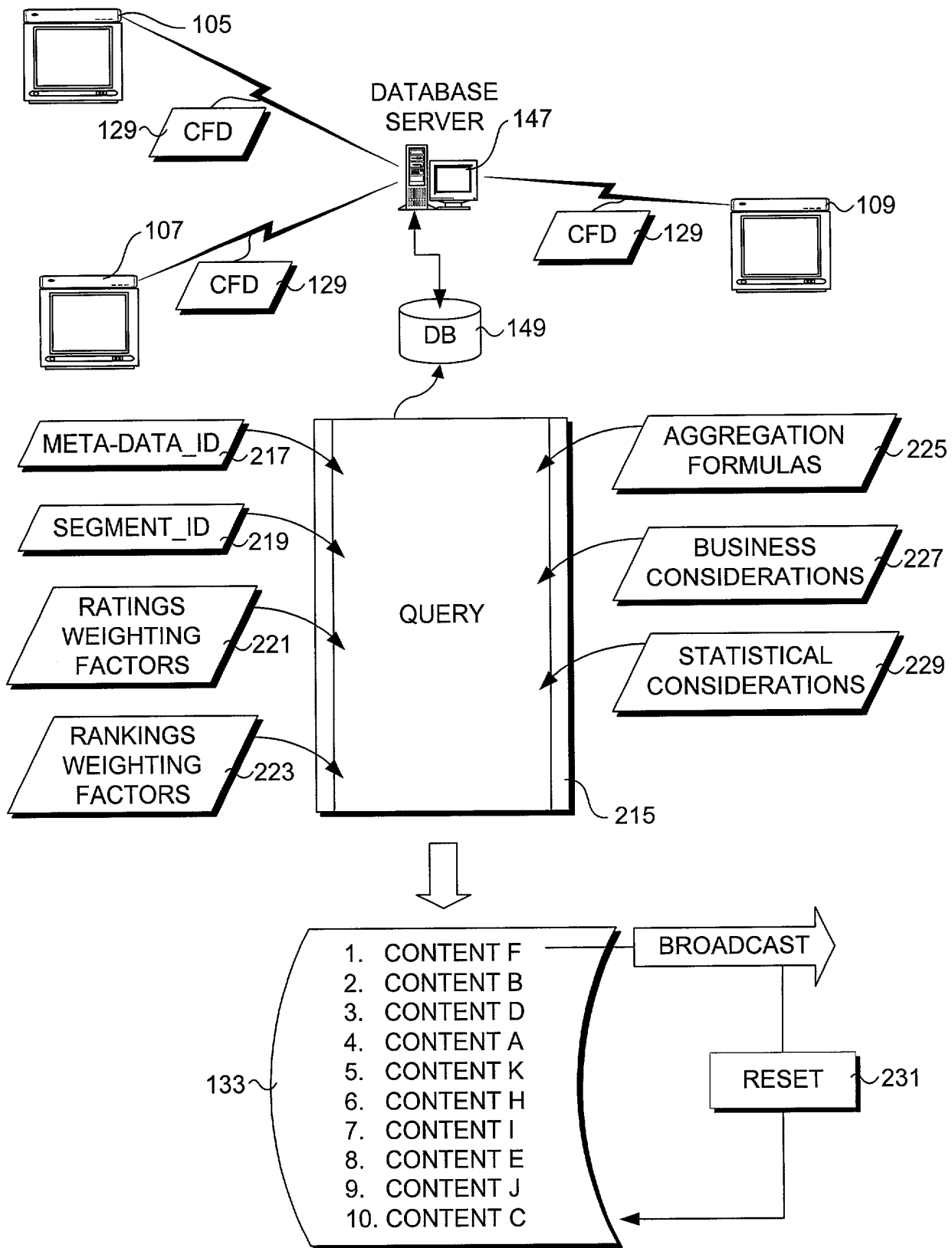


FIG. 18

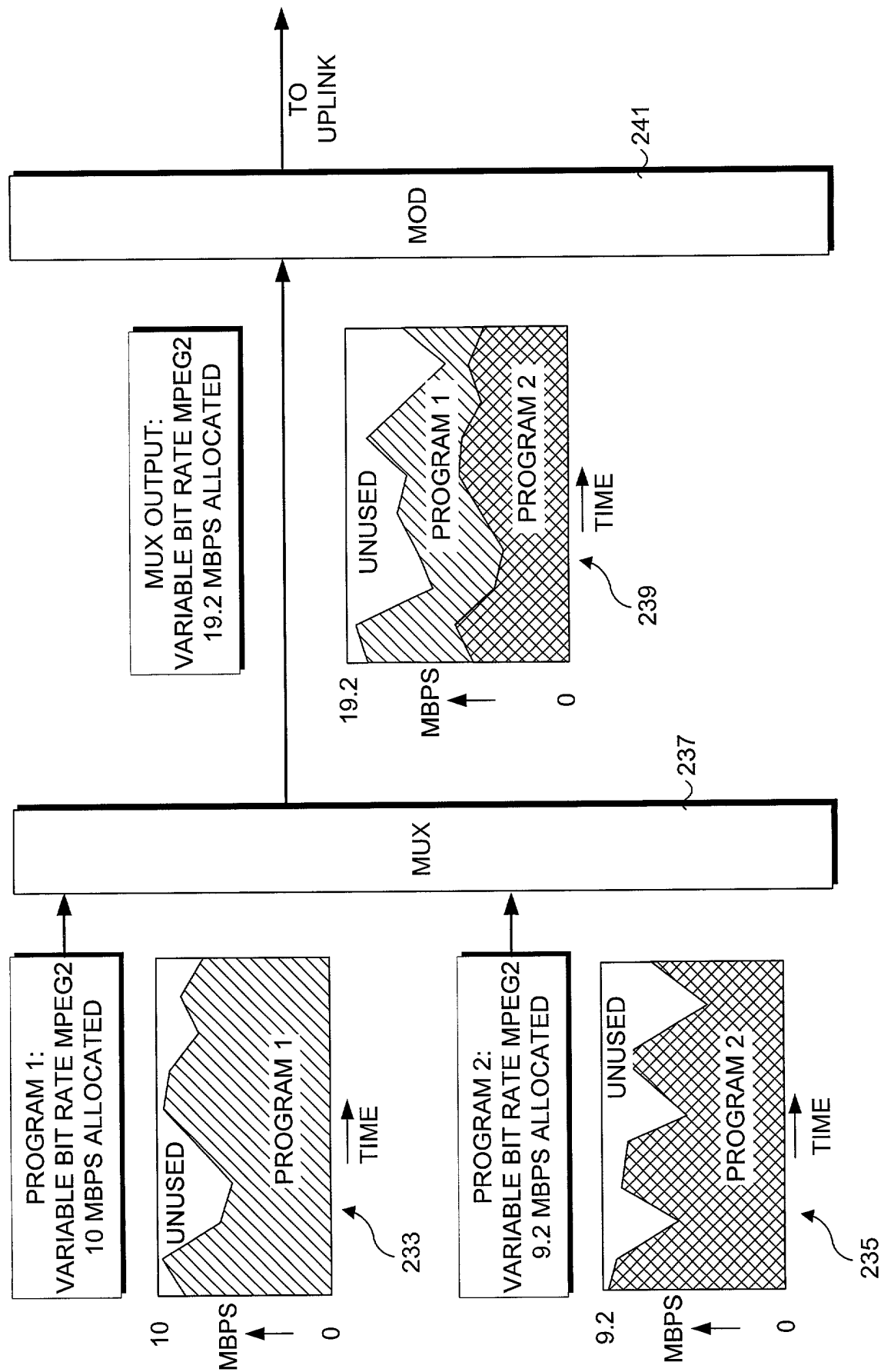


FIG. 19 (PRIOR ART)

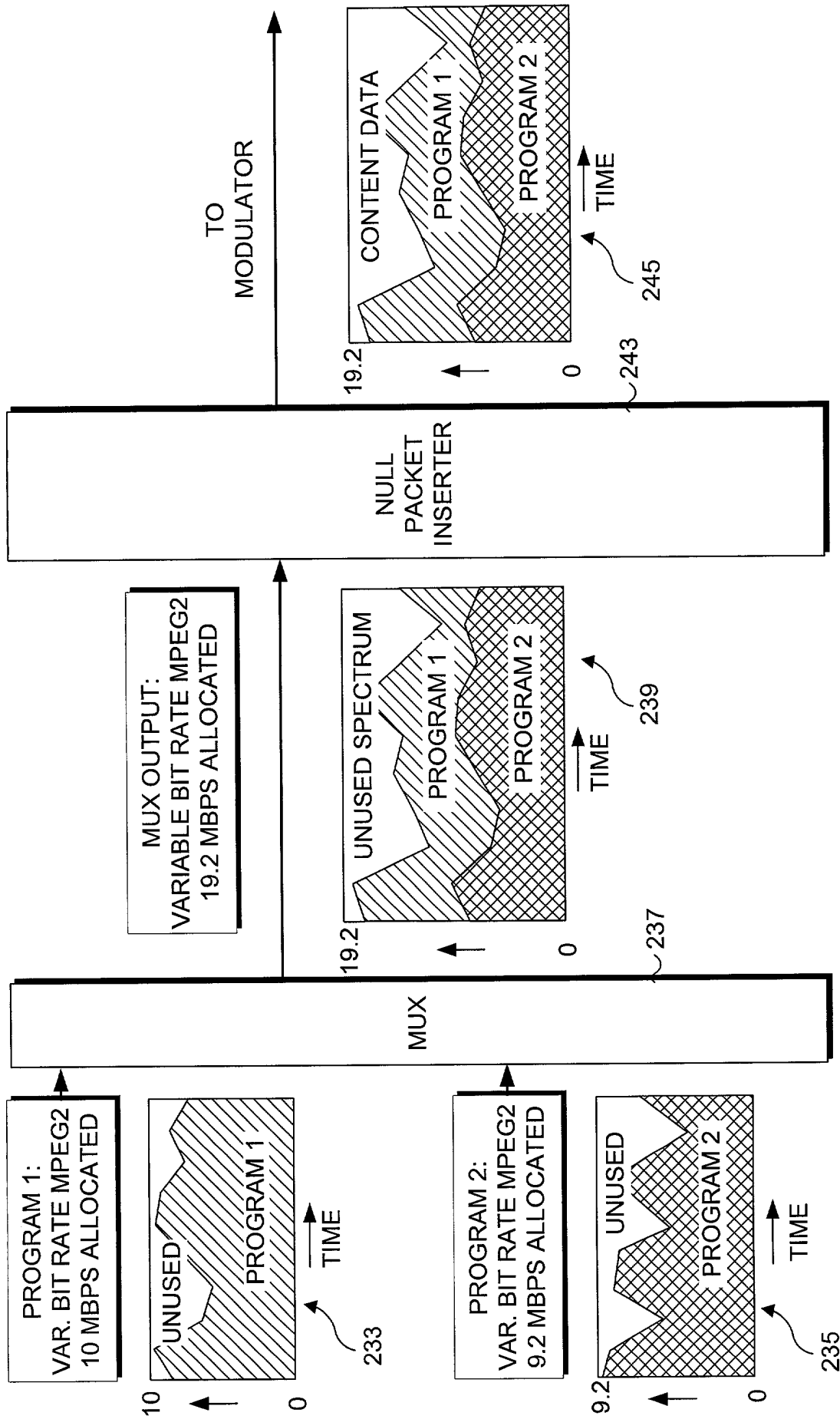


FIG. 20

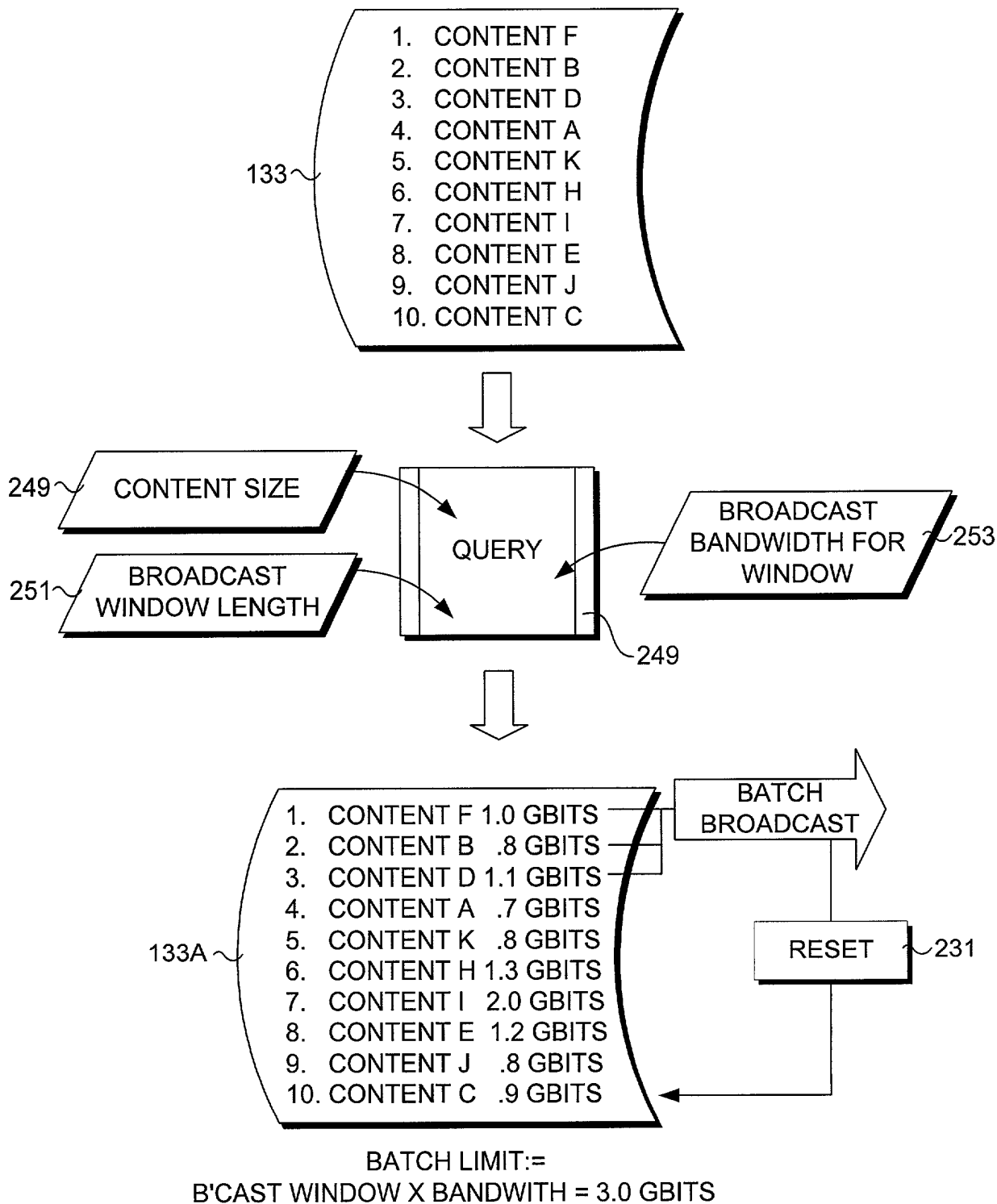
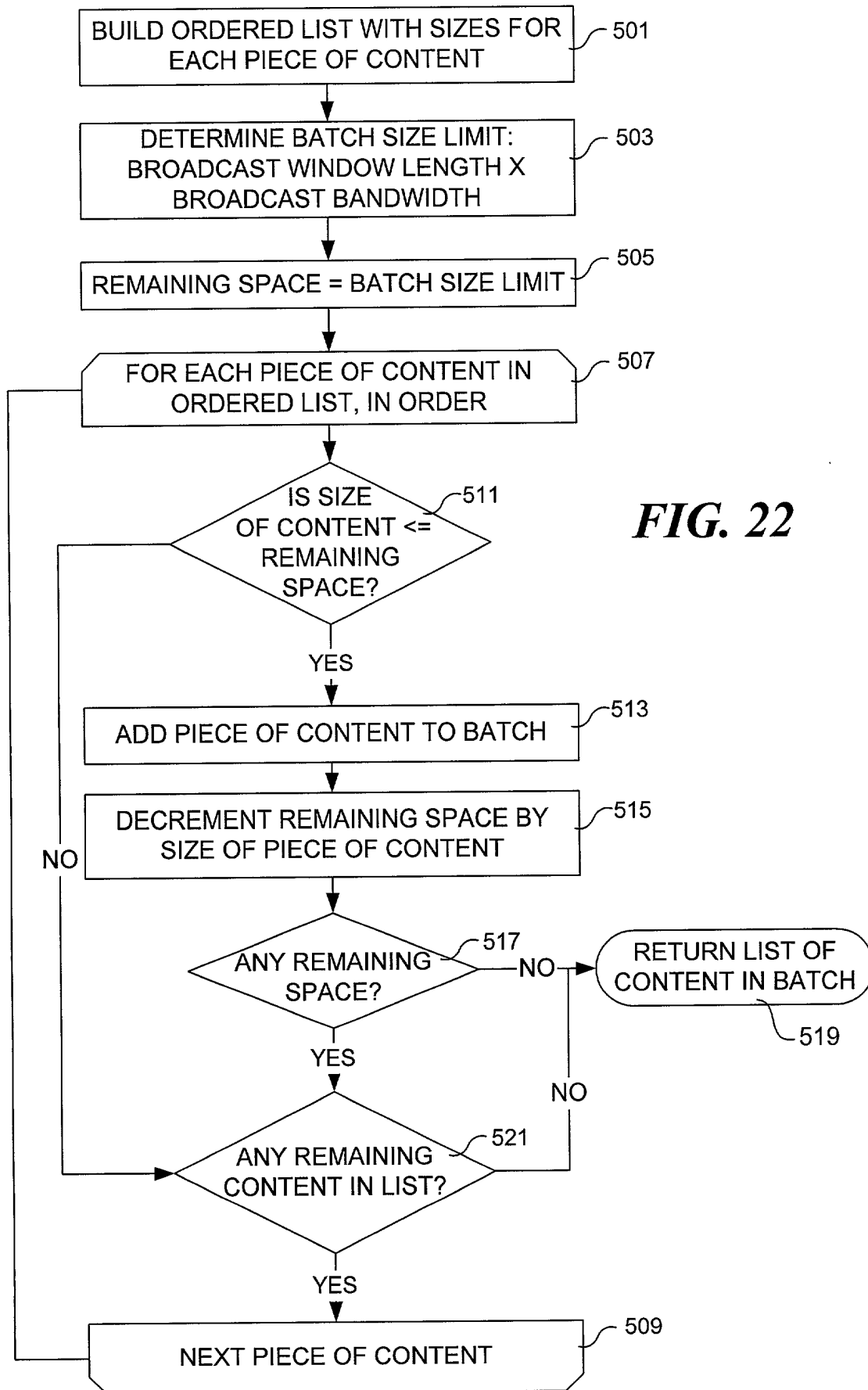
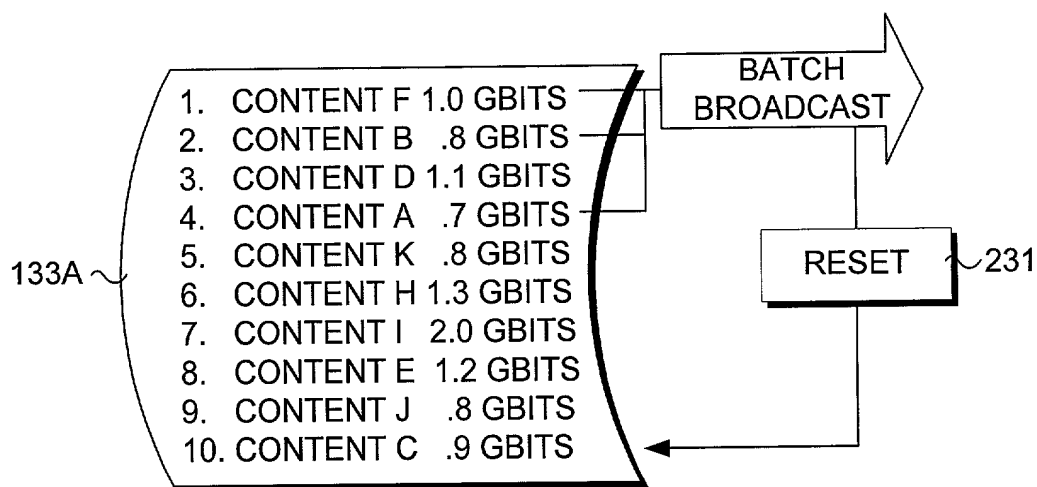


FIG. 21





BATCH LIMIT:=
B'CAST WINDOW X BANDWIDTH = 2.5 GBITS

FIG. 23